City of Miami Beach - City Commission Meeting Commission Chambers, 3rd Floor, City Hall 1700 Convention Center Drive July 28, 2004

Mayor David Dermer Vice-Mayor Richard L. Steinberg Commissioner Matti Herrera Bower Commissioner Simon Cruz Commissioner Luis R. Garcia, Jr. Commissioner Saul Gross Commissioner Jose Smith

City Manager Jorge M. Gonzalez City Attorney Murray H. Dubbin City Clerk Robert E. Parcher

ATTENTION ALL LOBBYISTS

Chapter 2, Article VII, Division 3 of the City Code of Miami Beach entitled "Lobbyists" requires the registration of all lobbyists with the City Clerk prior to engaging in any lobbying activity with the City Commission, any City Board or Committee, or any personnel as defined in the subject Code sections. Copies of the City Code sections on lobbyists laws are available in the City Clerk's office. Questions regarding the provisions of the Ordinance should be directed to the Office of the City Attorney.

ADDENDUM

Reports and Informational Items

C A Presentation By The Miami Beach Transportation Management Association's Consultant, An Advertising Agency Known As "re:group," Regarding New Shuttle Service Branding Proposals For City Commission Consideration And Input.

(Public Works)

CITY OF MIAMI BEACH

CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139 www.miamibeachfl.gov



Date: July 28, 2004

COMMISSION MEMORANDUM

To:

Mayor David Dermer and

Members of the City Commission

From:

Jorge M. Gonzalez \

City Manager

Subject:

A PRESENTATION BY THE MIAMI BEACH TRANSPORTATION MANAGEMENT ASSOCIATION'S CONSULTANT, AN ADVERTISING AGENCY KNOWN AS "RE:GROUP," REGARDING NEW SHUTTLE SERVICE BRANDING PROPOSALS FOR CITY COMMISSION

CONSIDERATION AND INPUT.

BACKGROUND

The 2003 Electrowave Shuttle Services Technical Assistance Study recommended that the City or the Miami Beach Transportation Management Association (MBTMA) retain a full-service advertising agency for the creation of a new name and identity for the existing shuttle service.

MBTMA secured \$50,000 in Florida Department of Transportation/South Florida Commuter Services funds to hire a professional advertising agency to develop and recommend the following for the shuttle service:

- A new brand identity (new name & logo);
- Brochure design with route map;
- Exterior bus design (incorporating new name);
- Design of new shuttle signage; and
- Web site home page design.

Five advertising/marketing agencies responded to the MBTMA issued Request for Qualifications. A selection committee of residents, City and State officials evaluated the proposals, heard presentations from the top two agencies, and made a recommendation to retain "re:group," a full-service advertising agency. MBTMA acted on the recommendation and hired "re:group" on April 20, 2004.

Re:group is an agency from Ann Arbor, Michigan, which has over 20 years of experience in the advertising and marketing field. Their long list of clients includes the Ann Arbor Transportation Authority, Ben & Jerry's, March of Dimes, and Hush Puppies.

Agenda Item C

Date 7-28-04

The agency has approached this project as an opportunity to capitalize on the energy, and vibrancy of Miami Beach. Their challenge was to take an already successful shuttle service and develop a new name and identity that can be transitioned without alienating or confusing current riders. The new "branding" should also be able to attract the attention of new riders who may not have considered using the shuttle in the past. Members of several community groups, such as the Ocean Drive Association, Lincoln Road Association, Alliance for Reliable Transport, the City's Transportation and Parking Committee, Flamingo Park Neighborhood Association, Rebecca Towers North and South, and the MBTMA Board, were given the opportunity to review and responded to a "Shuttle Branding Discovery Workbook."

Based on the contract schedule and information obtained from the Workbook exercise, "regroup" will make a presentation of their branding efforts and submit two name options and designs for City Commission review and input, at this meeting.

Funds for the implementation of the ultimately chosen recommendations are available in the FY 2003-04 Electrowave Operating Budget.

JG/RM/FB/RH/AJ

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